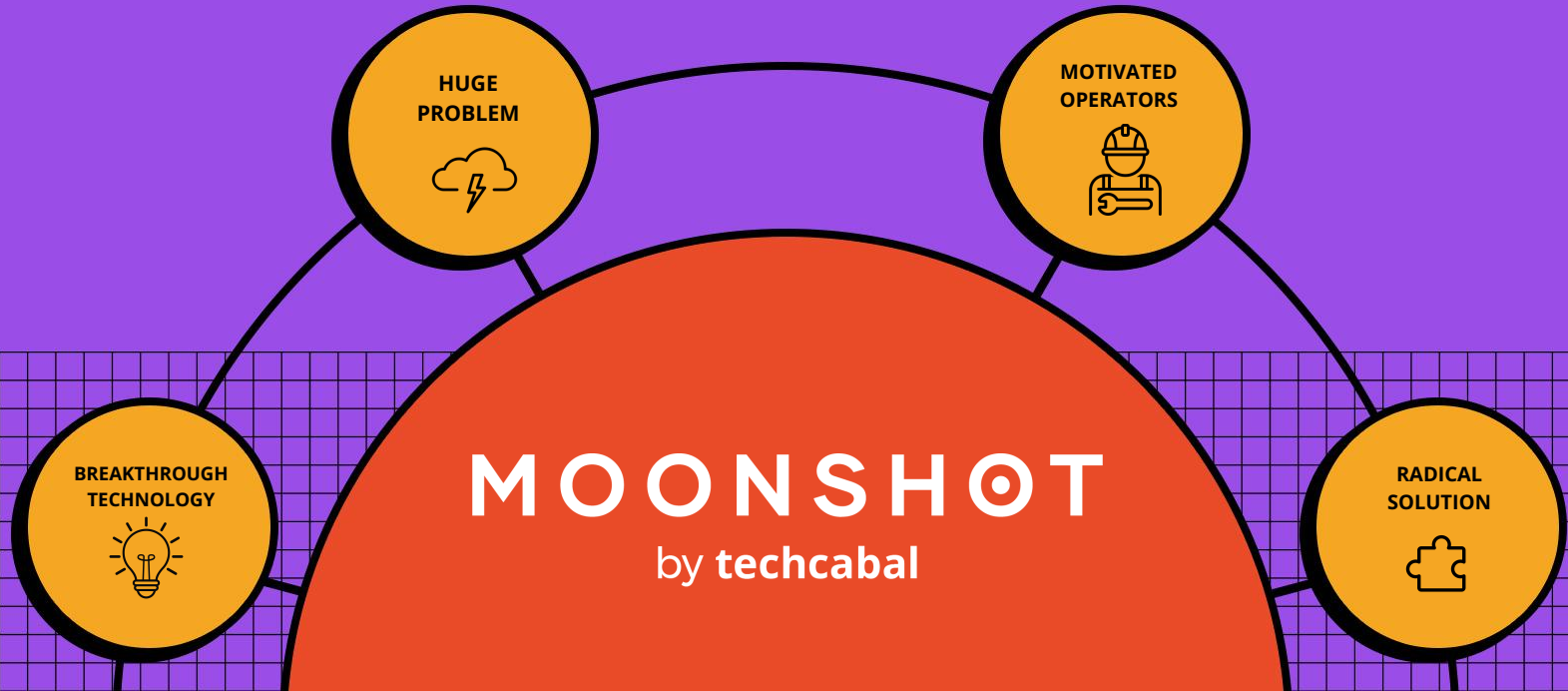


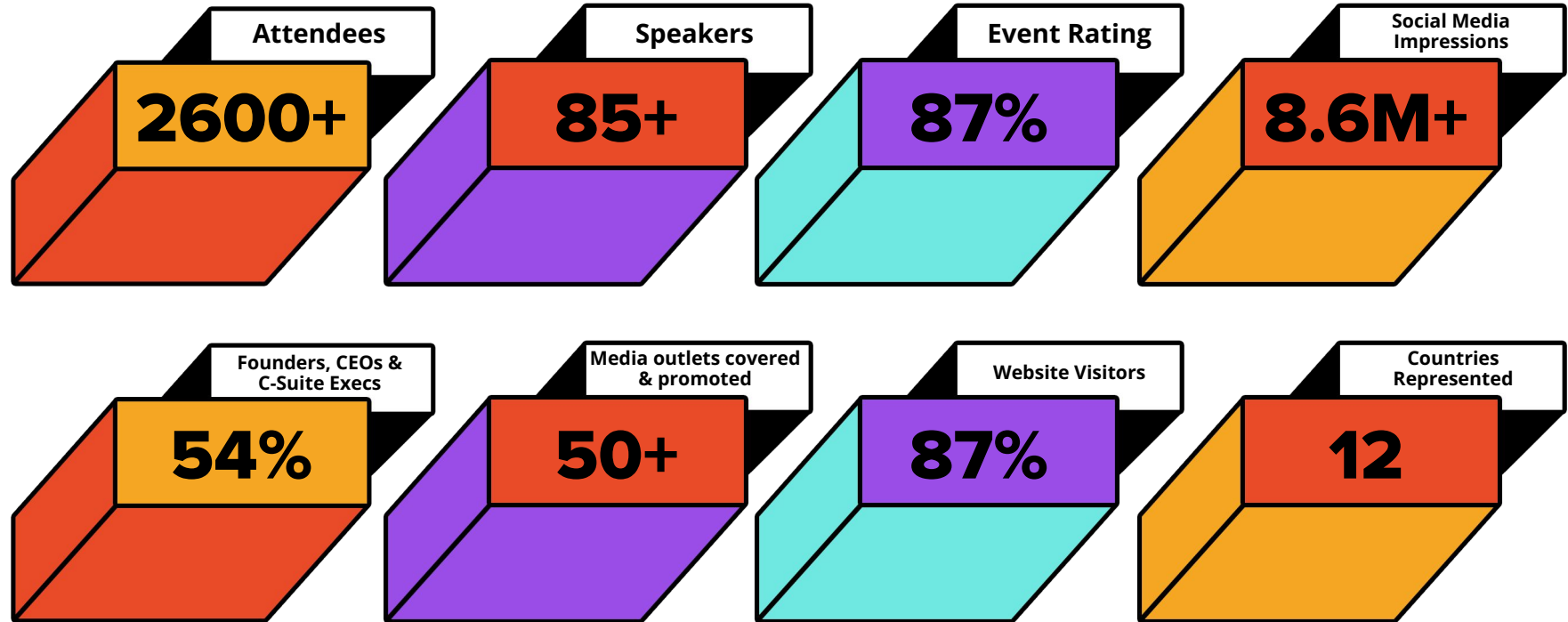
MOONSHOT 2024

Eko Convention Center, Lagos, Nigeria

OCT 9-10, 2024



In 2023, Moonshot brought together and delivered



In 2024, Moonshot is bringing Africa's tech royalty, and a global audience to Lagos, Nigeria.

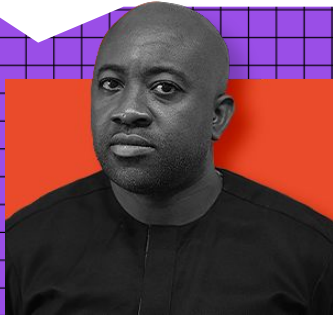


A [Moonshot 2023](#) recap

TechCabal did a thing! Moonshot was an amazing conference and served as an opportunity to exchange ideas and learn from Africa's leading tech players.

Oswald Osaretin Guobadia

Technology and Business Transformation Leader, DigitA



"Big thanks to the @TechCabal team for putting together the impressive Moonshot event. It's easily one of the best tech gatherings I've been to."

Fatima Tambajang

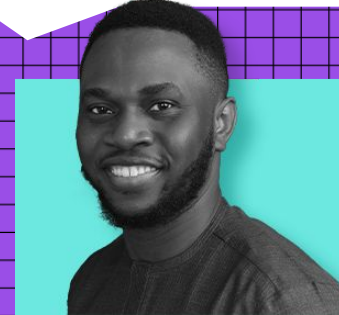
Head of Developer Relations, Startups and VC for Africa at Nvidia



I'd like to shout out @TechCabal and the Big Cabal Media team for pulling off such an incredible conference. Great conversations, great sessions, great people doing impressive things in the ecosystem.

David I. Adeleke

Africa Editor, Rest of World



Moonshot is back and bigger

Tuesday

Oct 8, 2024

MOONSHOT Opening Mixer

Invite only

Wednesday

Oct 9, 2024

Conference Day 1

- Govt & Regulation Conference
- Emerging Tech Fest
- Startup Festival
- Entering Tech
- Deal Rooms
- Moonshot Demos
- Creative Economy Roundtable

Side events/
Mixers

Thursday

Oct 10, 2024

Conference Day 2

- Future of Commerce
- Creative Economy
- Big Tech & Enterprise Conference
- FUEL: The Investor Conference
- Deal Rooms
- Moonshot Demos
- Battlefield Finale

MOONSHOT x
MAVIN x ZIKOKO
CLOSING PARTY

Friday

Oct 11, 2024

Art Day & Ecosystem Tour

- Private Gallery Tour
- Ecosystem Tour of Selected Startups & Hubs
- Startup Founders Office Hours (Ventures Platform)
- Off-site workshops and sessions (Entering Tech)

Side events/
Mixers

Saturday

Oct 12, 2024

Off-Conference activities

- Ilase beach trip
- Lekki-Conservation Center visit
- Arts & Crafts Market visit

Side events/
Mixers

MOONSHOT

by techcabal

The Conference

We're introducing working sessions and policy roundtables. 10 EVENT FORMATS.

Panels

Maximum of 4 people including the moderator.

Fireside, Q & A

1 speaker & 1 moderator.

Product Showcase & Demo

5 mins product demos by pre-selected startups

Exhibition

Interactive exhibition spaces to showcase your brand

Roundtables

Sessions with policymakers for reviewing/designing policy papers

Lightning rounds

Short 5 - 10 min speeches. Includes keynote speeches

Moonshot Demos

Pre-selected demos of the hottest tech in action in Africa today

Workshops

Learning sessions especially for Startup Clinic topics

Experiences

Includes musical performances, after-party, games & fun activities

Working Sessions

Industry/sector specific sessions to brainstorm solutions for critical problems

S/N	Content Tracks	Content Theme
1	Future of Commerce	Financial inclusion, fintech, logistics and e-commerce.
2	Emerging Tech Fest	Web 3 & Metaverse, AI & ML, VR & AR.
3	Startup Festival	Startup Clinic (Fundraising, Hiring etc), TC Battlefield
4	Big Tech & Enterprise Conference	Global Tech Platforms, Telecoms, Cloud Computing, Broadband and Energy
5	The Creative Economy	Content and entertainment
6	Govt, Regulation & Policy Conference	Policy & Governance
7	FUEL: The Investor Conference	Venture Capital, Private Equity, Debt Funding
8	Entering Tech	Technical roles and non-technical roles

Content Track

Future of Commerce



Sponsor this stage to get in front of banking and fintech decision makers, along with global investors keen to be involved in this fast-moving space. Previous FOC sponsors include Flutterwave, Moniepoint and Paystack among others.

“The Future of Commerce” is our platform to host the most important conversations about how commerce is changing on the continent, and the players that are making those changes happen.

Conversations are expansive and cover everything from payments to commerce platforms, logistics..

Potential topics & themes

- ❑ The economics of food delivery in Africa
- ❑ How credit is changing African spending patterns
- ❑ Is anyone winning in long-distance delivery?
- ❑ Battling regulators: How fintechs react to sudden regulator action

Content Track

Emerging Tech: AI & ML (Presented by Zain Verjee)

Journalist, storyteller and interviewer Zain Verjee (ex-CNN, Bloomberg Media...) will lead conversations on the AI & ML stage, along with a series of virtual and in-person Moonshot Conversations with leading researchers and AI operators all through 2024



Sponsor this to be part of a full-year comms campaign about Africa's role in AI and to center your company and products to buyers and decision makers in Africa's top enterprise companies.

As the Artificial Intelligence & Machine Learning revolutions surge forward, new industries are being created, and old ones are being completely reshaped. Few industries or areas of life will remain unaffected.

A new tech frontier once again offers Africa both opportunity and danger, to be left behind as the world changes seismically or to seize the chance to become a player in a critical new field.

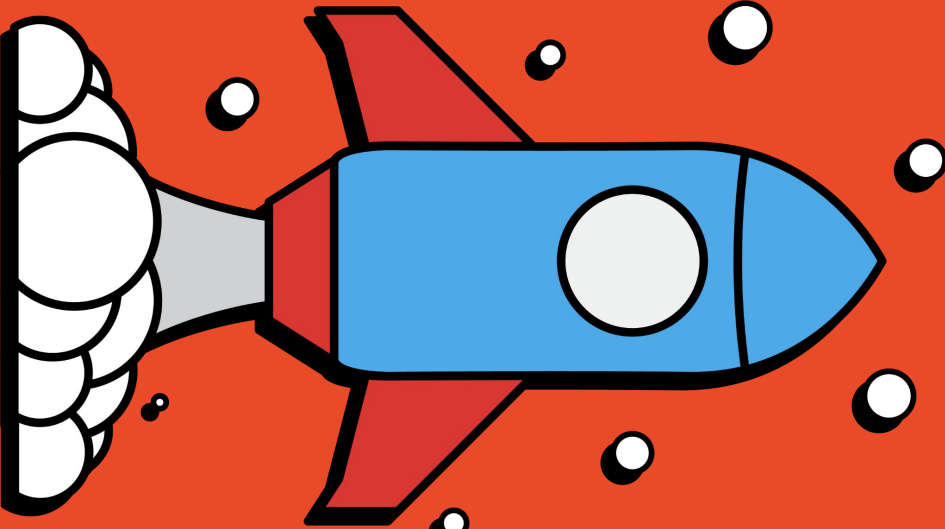
We're bringing the people conducting the most advanced research in AI, utilising it to reshape Africa's climate, agriculture and industries, and those building the most valuable companies of the future on the continent.

Potential topics & themes

- Educating Africa's youth in the age of AI
- Accelerating Africa's economic growth through investments in Data
- Generative AI is going to take all our (creative) jobs. Not!
- Who is leveraging AI to improve healthcare in Africa?
- Precision agriculture & the AI revolution

Content Track

Startup Festival



Sponsor the startup festival to showcase your dedication to supporting the growth and success of startups across Africa, one of the most potent economic growth engines the continent has today.

The startup festival showcases the most exciting startups from across Africa and the exciting work they are doing.

It also features extensive mentorship content for those startups in partnership with organizations like Endeavour, Ventures Platform & more

Our extensive database of startups includes startups from across Africa operating across a range of sectors. Find your next investee company at Moonshot by booking one of our deal rooms and filling out our investor/startup matching forms.

Potential topics & themes

- ❑ Defining Victory: What does winning look like for an African startup in 2024?
- ❑ Don't be a f*#!head - A masterclass for first-time founders
- ❑ Solving for solvency: How to ride out a funding crunch
- ❑ Partnerships 101 - 501: Mastering partnerships at every level

Content Track

FUEL: The Investor Conference



Project a dominant position as an investor of note in Nigeria & African tech by sponsoring this conference track. We're inviting all the most important VCs, startups and DFIs to speak.

Entrepreneurs may be the drivers and ideas the engine of the ecosystem, but money is the fuel.

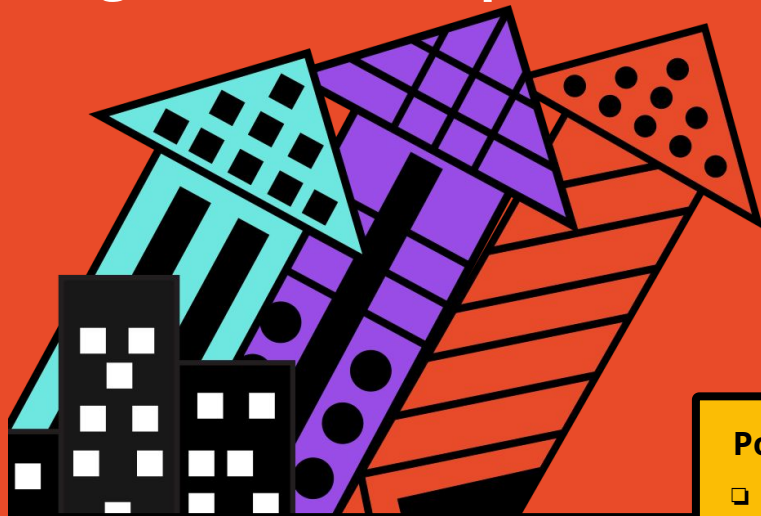
This conference tracks speaks to how African tech is funded today and will be funded over the next decade, bringing together local and global investors, DFIs and NGOs that have an interest in the movement of capital into Africa's startups, tech infrastructure and bigger tech firms.

Potential topics & themes

- ❑ Funding underlying tech infrastructure in Africa - what are the Moonshots?
- ❑ The long view - patient capital for Africa's tech growth
- ❑ Of exits and stock exchanges
- ❑ Risky money: Betting on the biggest outcomes
- ❑ The global view - why the world is investing in Africa
- ❑ Rewriting the venture capital: Will private equity investments soon eclipse VC investments?

Content Track

Big Tech & Enterprise



Explicitly designed to showcase the scale and impact of the biggest players in African tech infrastructure, sponsoring this conference track is a way to showcase importance to our government partners and institutional investors

Startups dominate the conversation about African tech, but are in fact only one part of the landscape. Global and homegrown tech giants build the infrastructure that the industry runs on, support government and enable the work that startups do in a myriad of ways.

The size of their balance sheets and the impact of the work they do is understated relative to the amount of coverage that startups do. No more. This conference track plumbs the impact of giants like Google, META, Huawei, AWS, IBM, Microsoft and more on the continent.

Potential topics & themes

- ❑ How big tech and African startups are reshaping the continent
- ❑ Leveraging the rapid expansion of big tech on the continent to the scale the digital economy.
- ❑ Big Tech's agenda in Africa: Advancement or data acquisition?
- ❑ Big Tech in Africa: Bridging the gap of transparency, ethics and inclusion through regulatory policies
- ❑ Harnessing the potentials of collaboration and intercontinental expansion for Africa's digital economy.

Content Track

Government, Policy & Regulation Conference



DFIs and international organizations focused on improving government policy and effectiveness are the obvious sponsors for this stage.

This conference track brings together regulators from across the continent to discuss tech policy and regulation to grow Africa's economy. The goal is to identify the accelerants of growth in our economies

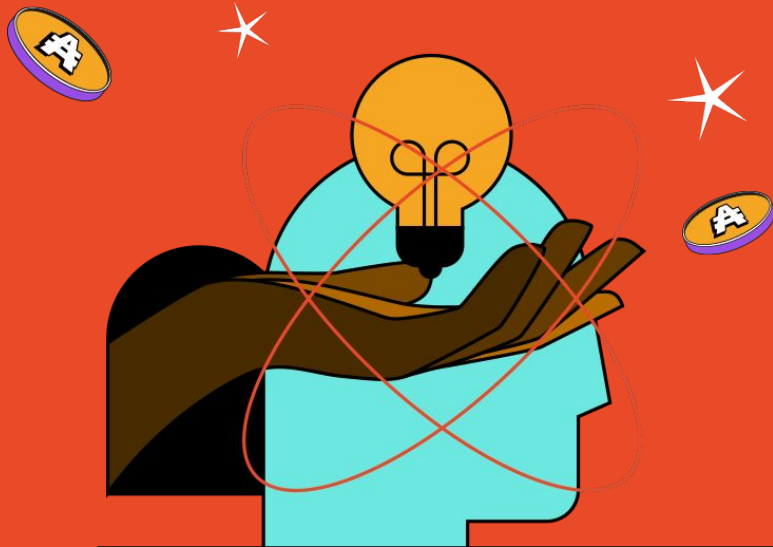
These session will provide a window for stakeholders to explore bilateral and multilateral cooperation agreements, share and exchange trade, investment and market information to strengthen and enhance B2B and B2C trade partnerships and boost regional productivity.

Potential topics & themes

- ❑ Boosting intra-Africa trade (roundtable)
- ❑ Enhancing labour laws to cater to the growing the growing gig-economy in Africa
- ❑ Fostering collaborative action against limitations to the emergence and expansion of African digital platforms.
- ❑ Roadmap to bridging the digital divide in Africa
- ❑ Building regulatory frameworks to keep up with the pace of innovation of Africa
- ❑ Building the guildrails to drive the integrations of Nigerian businesses to global supply chain

Content Track

The Creative Economy



This conference track is a natural showcase for major players in the content and streaming game from Netflix to Spotify and YouTube

One of the hottest content tracks at Moonshot 2023, this year's conference will feature conversations around

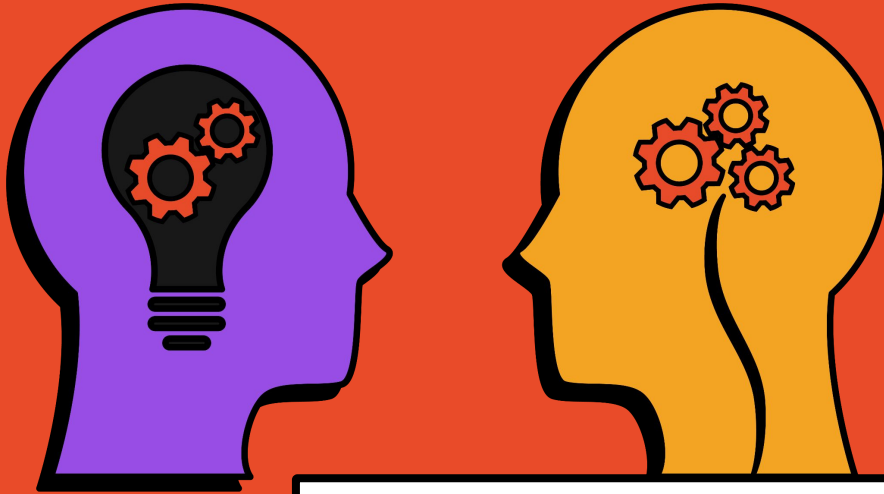
- ❑ The Business of Music
- ❑ The Business of Film
- ❑ The Creator Economy
- ❑ The Economics of Streaming

Potential topics & themes

- ❑ How Africa can tap into its growing diaspora resources to expand the local creative space.
- ❑ Exploring the business dynamics of and Innovations in African Music sector
- ❑ How Music-tech is shaping monetisation and distribution for Independent artists.
- ❑ The future of video streaming for Africa
- ❑ Building frameworks to harness Afrobeat boom- Africa's biggest cultural export.
- ❑ Cinema of Africa: Challenges, trends and potentials for growth.
- ❑ The role of the government in building infrastructure to scale Africa's creator's economy.
- ❑ The first \$1m is the hardest - lessons from media businesses that have scaled from ground up

Content Track

Entering Tech



If your audience are the future leaders of the industry, whether technical, finance or beyond, then this is the conference track for you to sponsor.

This conference track includes workshops, masterclasses, mentorship sessions and more for students and young professionals looking to transition into the tech industry.

Beginning at the conference and continuing offsite, it will serve as a great introduction to the world of tech for a range of young people.

Partners for this track will include companies like ALX, Utiva, Semicolon, Decagon, Alt School and more.

Potential topics & themes

- ❑ Defining Victory: What does winning look like for an African startup in 2024?
- ❑ Don't be a f*!@head - A masterclass for first-time founders
- ❑ Solving for solvency: How to ride out a funding crunch
- ❑ Partnerships 101 - 501: Mastering partnerships at every level

Content Track

TechCabal Battlefield



Even in the middle of the current funding winter, Africa continues to roll out ambitious entrepreneurs looking to solve critical problems with innovation and grit. Battlefield is our platform for finding the best of those entrepreneurs and the world-changing startups they are building.

Now a year long-activity with calls for entry starting in January and going all through till October, Battlefield will allow TechCabal to build a robust database of the most innovative startups on the continent, cataloguing them by sector and category. The robustness of our prizes incentivizes startups to submit their info to our database, and in turn makes that database more useful for conference investors looking for deals.

We will run a preparation process for the Battlefield, prepping the most innovative startups to showcase their work to the best effect.

The battlefield finale will offer drama, spectacle and high emotion made for television and wide amplification by media houses.

Sponsor this stage to gain access to our full database of startups and to be part of a guaranteed crowd-pleasing competition with robust global media coverage.

Prizes

WINNER
\$25,000

RUNNER UP
\$15,000

2ND RUNNER UP
\$10,000

MOONSHOT

by techcabal

Beyond The Conference

Moonshot Mixer

Our exclusive, invite-only opening mixer will bring together **over 200 guests** from across Africa ahead of the conference in an exclusive location.

A photograph of three people laughing joyfully. In the center, a man with glasses and a black jacket has his arms around two other people. To his left, a man in a blue shirt is laughing. To his right, a woman with short blonde hair is laughing. The background is a bright yellow grid pattern.

Moonshot x Mavin x Zikoko Closing Party

This invite only closing party will feature performances by two of Mavin Record's hottest new artists, content creation by the Zikoko team and some of the hottest DJs Lagos has to offer for an unforgettable end to Moonshot 2024.

MOONSHOT

by techcabal

Sponsorship

WHY YOU SHOULD SPONSOR MOONSHOT



Brand Awareness

Full-year content marketing opportunities as we build up to Moonshot will expose your brand to a global audience and Africa's ecosystem in full



Networking

With a wide range of attendees, Moonshot offers a unique chance to establish deep connections that will promote business/career advancement.



Thought Leadership

Various thought leadership opportunities to influence and shape industry perception.



Lead Generation

Participants get a great chance to network with prospective clients and obtain quality leads for their businesses through lead generation.

CONTENT PARTNERSHIP OPPORTUNITIES

S/N	Item	Opportunity
1	Sponsor conference	High level content marketing and brand visibility through multiple sponsorship categories
2	Stage sponsorship	Sponsor any of the stages: Main Stage, Commerce Stage, StartUp Stage, Big Tech/Entreprise, Creative Economy, etc.
3	Exhibition	Showcase your brand and build sales leads through engaging exhibition booths
4	Product Showcase	Sponsor product showcase for their portfolio companies or do a product showcase e.g. 5G Demo.
5	Session sponsorship	Sponsor a specific panel, fireside chat or any other session.
6	TC Battlefield sponsorship	Sponsor our annual pitch competition.
7	Mixers & after parties	Sponsor our opening mixer and closing after-party

Headline Sponsorship - \$100,000

- Dedicated marketing campaign to announce partnership - written & video content
- Naming rights for the conference. Moonshot by TechCabal in partnership with xxxxxx
- Agenda Setting: Keynote, 2 panel sessions & 1 workshop
- Pre-recorded video content that showcases your brand and its agenda for the event
- Branding on all social media, email marketing and PR
- Headline priority branding at the event
- Two premium exhibition booths
- 25 Full access delegate and 4 speaker passes
- \$15,000 worth of advertising credits on TechCabal
- Sponsorship of Future of Commerce Trends Reports 2024

SOLD OUT

Platinum/Stage Sponsorship - \$50,000

- Sole Sponsorship of dedicated stage
- Premium branding of dedicated stage
- A premium exhibition booth
- Two panel sessions on sponsored stage
- Pre-recorded video content that showcases your brand and its agenda for the event
- Branding on all social media, email marketing and PR
- 8 Full access delegate and 2 speaker passes
- \$2,000 worth of advertising credits on TechCabal

TC Battlefield Sponsorship* - \$50,000

- Sponsorship of TechCabal's pitch competition
- Naming rights for competition. TC Battlefield in partnership with xxxx
- A premium exhibition booth
- One panel speaking opportunity
- Branding on all social media, email marketing and PR
- 4 Full access delegate and 2 speaker passes
- \$1,000 worth of advertising credits on TechCabal



due to the substantial prize money associated with Battlefield, we expect to have two sponsors sharing this sponsorship equally (that is, \$50k/sponsor)

Gold Sponsorship - \$25,000

- Sponsorship announcement on TechCabal's website and social media
- Branding on all social media, email marketing and PR.
- One panel speaking opportunity.
- Branding in speaker rooms.
- 7 Full access delegate and 1 speaker pass.
- A premium exhibition booth
- \$1000 worth of advertising credits on TechCabal

Silver Sponsorship - \$10,000

- Sponsorship announcement on TechCabal's website and social media
- Branding on event website
- Pre-recorded 3 minute keynote session produced by TechCabal - played during the conference and uploaded on TechCabal's Youtube
- Branding on all social media, email marketing and PR
- 2 Full access delegate and 1 speaker pass.

Opening Mixer Sponsorship -\$10,000

- Sponsorship announcement on TechCabal's website and social media
- Silver Tier Branding on event website
- Tier 1 branding at the mixer
- Branding on all mixer promotion on social media, email marketing and PR
- 10 mixer passes for your brand/community
- 3 Prime passes and 5 regular passes to the conference



Sponsorship is not exclusive *

Booth Sponsorship

6m x 3m	Fascia Lettering (Company names)	\$2,000
	2 x Round Table	
	6 x Chairs	
	4 x Spotlights	
	2 x Waste bin	
	2 x Plug socket	

4m x 3m	Fascia Lettering (Company names)	\$1,600
	1 x Round Table	
	3 x Chairs	
	2 x Spotlights	
	1 x Waste bin	
	1 x Plug socket	

3m x 3m	Fascia Lettering (Company names)	\$1,200
	1 x Round Table	
	2 x Chairs	
	2 x Spotlights	
	1 x Waste bin	
	1 x Plug socket	



All booth sponsors will be recognised on event website.

Exhibition Styles:



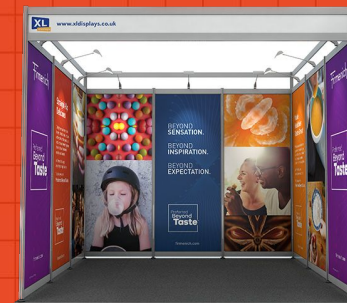
Booth One (6m x 3m)

- Basic furniture
- WiFi
- Power connection
- Company nameplate and logo
- Feature on event website
- 4 Full access pass & 8 staff stand pass
- Pre-event marketing pack



Booth Two (4m x 3m)

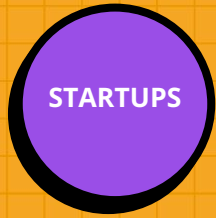
- Basic furniture
- WiFi
- Power connection
- Company nameplate and logo
- Feature on event website
- 2 Full access pass & 5 staff stand pass
- Pre-event marketing pack



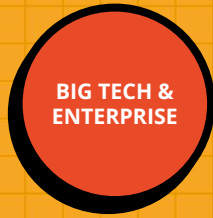
Booth Three (3m x 3m)

- Basic furniture
- WiFi
- Power connection
- Company nameplate and logo
- Feature on event website
- 1 Full access pass & 3 staff stand pass
- Pre-event marketing pack

Everyone is invited. There will be insights for the following key audience categories:



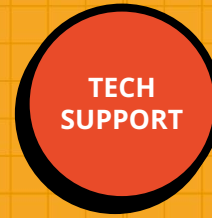
- Founders
- Investors
- Women in Tech
- Int'l Devcos



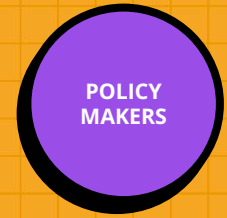
- Telcos
- Data centers
- Broadband
- Banks
- Google, Facebook, Microsoft



- Students
- Entry-level professionals
- Tech enthusiasts



- Law firms
- SME consultants
- PR Agencies
- Workspaces
- Accelerators



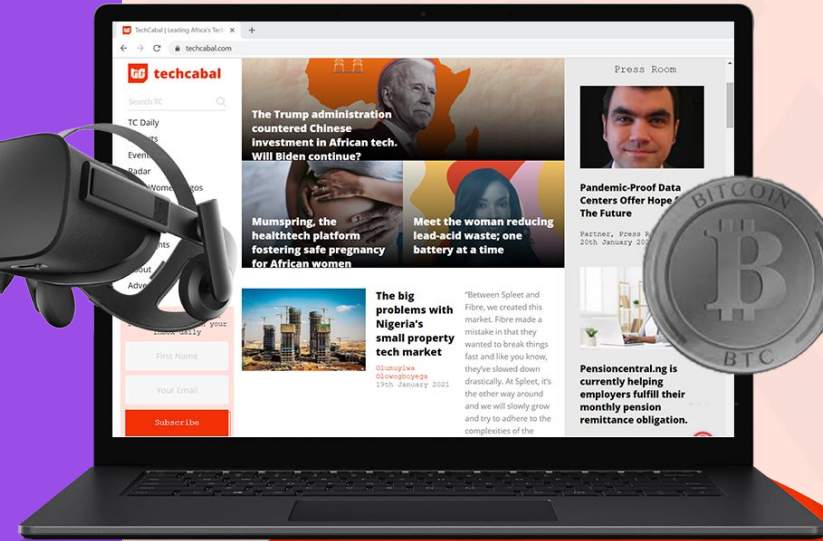
- Federal and State governments.
- Government agencies
- Quasi-govt/NSA secretariat.

TechCabal

“TechCabal is more than a news platform. It’s one of the pillars of our Pan-African ecosystem, playing the critical role of informing and educating the world about African tech; and tracking and measuring our successes and roadblocks as the ecosystem evolves.

This ecosystem would be vastly different without TC.”

Kola Aina, Ventures Platform

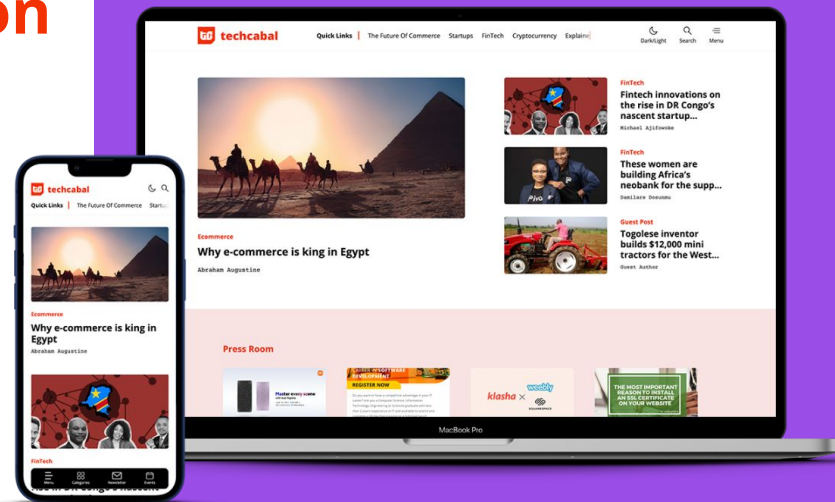


By the end of 2024, over **2 million readers** will visit TechCabal's website each month

TechCabal brings together the founders, investors, regulators and players in Africa's tech industry; catalyzing action and providing the content, reporting, data and events to help the world understand where tech is taking Africa.

In 2023, we deepened our coverage in **East Africa** and **South Africa**, and altogether, reached **over 1 million readers monthly**.

In 2024, we continue to deepen our footprint across Africa, with **stronger North African** and **Francophone coverage** and increased depth in the regions we already cover.



WEB USERS:

2023

1M

unique monthly users

WEB PAGEVIEWS:

2023

2M

pageviews

NEWSLETTER:

2023

238K

subscribers

SOCIAL MEDIA:

2023

741K

followers

2024
PROJECTIONS

2M

monthly users

2024
PROJECTIONS

4M

pageviews

2024
PROJECTIONS

600K

subscribers

2024
PROJECTIONS

1M

followers

MOONSHOT

by techcabal

LET'S TALK

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